

Ilsley Stands Off Beef in House

Gurston Allen is Busy These Days

Popular query around the film section during the last while has been "Where's Gurston Allen?" The folks have missed the well-known executive of Premier Theatres and Columbia Pictures from the haunts of film men. The answer is that Gurston has changed his stamping grounds to Ottawa.

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RKO to Offer 45 Features

From the 11th annual sales meeting of RKO-Radio in New York comes word from the president, Ned Depinet, that the company will offer 45 features and 185 shorts for the 1942-43 season.

Besides those pictures to be made at the Hollywood and Culver City plants of the company under the supervision of Charles

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Wm. Fox Solvent

William Fox, former movie magnate, formally was discharged from bankruptcy by Federal Referee Allen B. Endicott, Jr.

The case was opened in 1936 when Fox filed a petition listing liabilities of \$9,535,000 and since then has been the center of financial litigations. Total claims against him aggregated \$55,000,000.

Perly to Midtown

Al Perly, formerly manager of the Kenwood, Toronto, has been transferred by 20th Century Theatres to take over the Midtown, replacing Ernie Warren, now in the RCAF. Allen Smith has replaced Gordon Shea as assistant manager of the same house, the latter now being in the army.

Esling, B.C., Claims Tax on Outgoing Rentals Too Light

The Hon. J. L. Ilsley, Minister of Finance, replying to a charge in the House of Commons by W. E. Esling, member for Kootenay West, British Columbia, that the ten per cent tax on Canadian film rentals being sent to the United States

At Ottawa



Lieut. Gurston S. Allen of Premier Theatres and Columbia Pictures, who is now stationed at Ottawa with the Directorate of Special Services, National Defence Headquarters.

was too light, expressed himself as believing the tax was just. At the same time he explained to Mr. Esling and the House that the \$10,000,000 left of the \$12,600,000 annual rental returns, after an allowed deduction of nearly \$3,000,000 for distribution expenses, was not net earnings but gross income remitted. The Finance Minister also pointed out that "the real costs are in connection with manufacturing the films in the United States."

The law quoted by Mr. Esling (Continued on Page 2)

Indies Beef at Freeze Prospect

Not so long ago Independent exhibitors were asking the Theatre and Film section of the War-time Prices and Trade Board, through director R. C. McMullen, to enact a ruling that would guarantee them continued product from distributors. Now a proposed ruling by the director would freeze contracts and prevent the distributors from selling away from

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King to Cinema

Harold S. King is the new manager of the Cinema, Yonge street, Toronto, replacing Mel Jolley, who pinch-hit for Bob Martin when he left to handle the Avalon, Ottawa.

Abuse of Movie Pass Big From Tax Standpoint — R. B. Hanson

An amendment to the control of Amusement Tax is being discussed at Ottawa currently, the Hon. Mr. Gibson, Minister of National Revenue stated in the House of Commons last week. It was intended to check evasions in houses of amusement.

Answering a question from the Hon. R. B. Hanson, Mr. Gibson said, "The change of method in regulating this tax was brought about because there are different regulations in the various provinces. The Royal Canadian Mounted Police were checking theatres in some of the provinces by counting the patrons entering, but found that that was not a satisfactory check because some of the patrons were entering free, on passes. This provision is intended purely to assist in checking evasion of the tax in places of amusement."

In asking the history of the act, Mr. Hanson said, "Talk about the abuse of the pass system on the railways—the abuse of the pass

system in motion picture houses is tremendous. How much is the country losing by means of this free pass system in connection with picture shows?"

Mr. Gibson was unable to supply the information, saying that there was no check on it.

The amendment, intended to provide uniform regulations for the Dominion, requires that paying patrons be given half of the torn stub, retaining this until they leave as a token of their right to a seat. This is a common practice now.

Famous Players Meet Here on Aug. 12, 13

Famous Players associates will meet in the Royal York Hotel, Toronto, on August 12 and 13th. General sessions will start at 12.30 noon both days. The annual picnic of Head Office will coincide with the meeting. It will be held at Rouge Hills on August 14th.

Congratulations

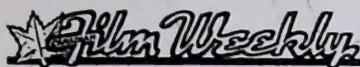
Irwin Frohman, assistant manager of the Doric, Toronto, a Firestone house, was married on July 31st to Miss Anne Zaretsky.

Goldsmith to Pioneer

Booker Ed Goldsmith has left Exhibitors Booking Association to join Pioneer Films. Vic Rackow, who was moved to Toronto by United Artists, then returned to Winnipeg for PRC, is now branch manager in the latter city for Pioneer Films.

**WILLIAM F. ROGERS
BACK WITH MGM**

The vice-president and general manager of MGM, William F. Rogers, who resigned last week after 18 years with company, has returned under a new deal dated for some years to come, Nicholas Schenck announces. Selling policy was said to have caused the break. He was rumored to be heading RKO while at odds with Metro.



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HYE BOSSIN, Managing Editor

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In Ottawa

The Canadian motion picture industry has been occupying considerable time during the current parliamentary session—time during which it has been attacked from several sides and defended.

Mr. Esling, member for Kootenay West, British Columbia, claimed that the distributors have been favored above all others in the matter of taxing rental returns to non-residents of Canada. The tax, which was raised from five per cent to fifteen, is ten per cent to the film distributor and Mr. Esling saw discrimination in it.

The distributors were adequately defended by the Minister of Finance, the Hon. J. L. Ilsley, who said that they had pointed out how the ten per cent tax, applied as it is now, would yield more than the 15 per cent applied as originally intended. This indicates a willingness to be taxed fairly by the distributors.

Mr. Ilsley's own expressed opinion was that "It is away high now." Apparently Mr. Ilsley's rebuttal was acceptable, as the critic faded out and the members went on with other matters.

* * *

Verbal recklessness in high places is rare because of the power of words spoken by highly-regarded people. During his tax criticism Mr. Esling referred to telegrams he had received from Independent exhibitors in British Columbia protesting against high film rentals.

This is nothing new. That sort-of-give-in-take has been going on since the first days of the business. But Mr. Esling said something also that would have been very interesting had it been explored by Commons listeners. The telegrams, he said, protested against "these very agencies raising film rentals to independent theatres, apparently for the purpose of putting independent theatres out of business and getting control of them."

We take it that Mr. Esling and his informants mean that the distributors wish to take over the control of all independent theatres in British Columbia. Such a statement would be far-fetched and ridiculous if it wasn't spoken by a respected member of the House of Commons—one who has been a friend of the motion picture industry. Could he have meant it—or did his informants exaggerate for emphasis? We think they did.

Unless the men who prompted that statement can substantiate it, they should cause Mr. Esling to withdraw it. It reflects not only on the distributors but on the entire industry. The sort of effect that statement would have on the minds of readers and listeners will not do the industry, exhibitor and distributor alike, any good.

Attempts to discredit any section of the industry to that extent and in that way by another leaves a bad taste for all, outside and in.

* * *

The showman's bugbear, the pass, came in for a panning during the session. The Mounties have been checking up on paper patrons who don't pay the amusement tax and the result is a proposed amendment to the control of the tax. This very thing has been worrying theatre executives for some time and many big houses now write down the names of those who pass the doorman without a ticket on business or otherwise.

With one thing and another, the motion picture industry had a big time in parliament.

Ilsley Answers Tax Critic

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as the basis of his criticism reads: "That salary and other periodic payments payable to non-residents of Canada who are residents of a country which imposes a tax of a similar nature shall be subject to a tax of 15 per centum at the source." The tax was raised from 5 per cent last year to 15 per cent this year.

The member from Kootenay West had said, before Mr. Ilsley's reply, that "I am emphatic in my protest against this consideration being given the film agencies. They are making enough money as it is; yet in every case since 1936 some special considerations seems to have been given to these people. Will the minister tell us why that has been done? We shall lose a half million dollars in 1942 because of our sympathetic treatment of these film agencies."

Mr. Ilsley, indicating that the film companies felt that the 15 per cent tax was too high in the light of their earnings, said that he had studied their statements and could find nothing wrong with them. He was satisfied that the higher rate would be unjust in regard to film rentals. The argument advanced by the companies "was that if this tax, which is a gross tax, were levied at the rate of 40 per cent or perhaps even 50 per cent or 60 per cent on the net earnings of these companies, it would yield much less than is paid under the ten per cent tax on the gross rentals, that is, on the proportion of the net earnings which would be allocable to the Canadian business."

When the discussion was resumed after the recess, Mr. Ilsley repeated these arguments and the Hon. Mr. R. B. Hanson, leader of the Opposition in the House, replied, "That would be a question of fact."

"Their facts, I think, are correct on that," answered Mr. Ilsley. "They appear to be represented by reputable counsel, at any rate, they show us all the figures; and on the net basis, if we convert this into a tax on the net income, it would be at a terrifically high rate. It is away high now."

Mr. Esling, in the course of his time on the floor, made several references to a flood of telegrams received by British Columbia members, protesting against high film rentals. "Today every member from British Columbia," he said, "has received telegrams protesting against these very agencies raising film rentals to independent theatres, apparently for the purpose of putting independent theatres out of business and getting control of them."

Indies Beef at Freeze Prospect

(Continued from Page 1)

the exhibitor. That would seem to guarantee product to the exhibitor. At the same time the exhibitor would not be allowed to buy anyone else's product, making it work both ways.

The news about the reaction of exhibitors throughout the country to the proposed freezing regulations, as it filters into Toronto, is that they are almost unanimous in their opposition. Feeling on the subject is rising since delegates and proxies have returned their reports on the draft containing the proposed rulings, which is reported to be in Ottawa for the final approval of officials. This would make it law.

Some of the sub-sections suggested have exhibitors irate at the prospect, while at least one has them puzzled. If the freezing regulations offered to Ottawa become law, the exhibitor will be forced to buy the same amount of product for 1942-43 as he bought for 1941-42. Such a ruling, exhibitors point out, if rigidly applied means that not only is an exhibitor prevented from changing his source of films but he cannot buy less even if he thinks he can do with less.

Exhibitors point out also that the end-season sluffing of surplus product, a regular practice where possible, is also hindered. Exhibitors who have been overbuying for the sake of a wider choice will be unable to vary or change this practice.

Not that the suggested regulations would blow hot for the distributors and cold for exhibitors. The former cannot sell to anyone but the present contract holders—and at the same price.

Another point bringing protests to Ottawa from different parts of Canada is the shift of the customary basic period so that 1941-42 product deals will act as the anchor of the new regulations. Prices, it is contended, will be higher under such an arrangement.

Barnett Laxer, Independent member of the Advisory Council, is leaving for an extended trip across Canada and it is said that his chief interest in moving about is to talk things over with exhibitors in distant places.

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VOL. 1

The Lowdown on the Production and Distribution of the Best Shows in Town!

NO. 2

'Holiday Inn' on Radio Networks



Dorothy Lamour has a swell "hunk of man" in Richard Denning. They appear together in "Beyond the Blue Horizon."

Question Is—'Are Husbands Necessary?'

Paramount have readied for release Isabel Scott Rorick's best selling "Mr. and Mrs. Cugat" under the title of "Are Husbands Necessary?," a rollicking, heart-warming fun-fest with Ray Milland, Betty Field, Patricia Morison and Eugene Pallette.

"A chuckle every minute or two and laughs aplenty; highly entertaining and fits right into the pattern of light comedies Paramount promised exhibitors this season," says the Motion Picture Herald. "Comedy quotient is high enough to send any audience away with a light heart . . . potentially good grosser both in first runs and down the line." These are the remarks of Boxoffice.

Watch for this sparkling comedy—"Are Husbands Necessary?"—happy hot-weather hit with that light-hearted, laugh-a-minute Paramount pace!

'Hatter' Had Big Time

Sales on A. J. Cronin's "Hatter's Castle" went over the 3,000,000 mark. The popularity enjoyed by the book was reflected in the huge crowds that thronged the Eglinton Theatre in Toronto for four weeks to see the film version of this best seller.

Musical Feast Pre-Sells Millions of Dial Twisters

Paramount's newest big "hunk of merchandise" is being sold freely over the air and should result in grosses as hot as the weather. From New York, Chicago and Hollywood—the nation's three great originating points for network shows—will be launched the most

extensive radio exploitation campaign in film history—all for Irving Berlin's "Holiday Inn" the Mark Sandrich production co-starring Bing Crosby and Fred Astaire.

Within the next few weeks, a ride on the kilocycles will bring you any of the fourteen musical numbers from the show on any of the top ranking network programs like Cities Service, Texas Star Theatre, Take It or Leave It, Kay Kayser, The Quiz Kids, Manhattan Merry Go-round, Album of Familiar Music, Waltz Time, American Melody Hour, Johnny Presents (The Philip Morris Show), Kraft Music Hall and Saturday Night Serenade.

As part of this outstanding campaign, Paramount has prepared 13 separate recordings for use on radio stations throughout the nation and as non-visual theatre trailers.

All transcription companies have included the new Irving Berlin melodies from "Holiday Inn" in their transcription libraries. Within a short period, Victor and Columbia Records will release the 11 new Irving Berlin songs from "Holiday Inn" and Decca will issue a special "Holiday Inn" album. Watch for it . . . it'll be waiting for you . . . come in and ask for "Holiday Inn."

Six Terrific Weeks

After six terrific weeks at Shea's in Toronto Cecil B. DeMille's Technicolor box office wonder, "Reap the Wild Wind" will be put away in safety until general release late in August.

All through the pre-release showings of "Reap the Wild Wind" in Montreal, Vancouver, Winnipeg, Calgary, Halifax, Ottawa and Toronto "Reap the Wild Wind" has shown to big traffic—in Toronto breaking all records for this time of year for all Famous Players Theatres coast-to-coast.

Paramount Has Sock Smash

"Take A Letter, Darling" is another of the smash hits released by Paramount this year. "Take A Letter" made its bow to the trade press amid a flock of rave reviews the like of which haven't been read for y'ars and y'ars.

Keynote to the critical paean of praise was sounded by the Motion Picture Herald when it opened its review with the simple statement that "Everything that excellent acting, superb writing and exacting direction can provide was poured into 'Take A Letter, Darling,' making it a complete laugh riot from start to finish." Critics and the public rank it with the

top comedies of all time.

Film Daily called it "top notch boxoffice entertainment; one of the most delightful fun-fests of the season." Motion Picture Daily said, "the picture can't miss—it's a howl! Sparklingly fresh, smart and fast-paced; will please old and young." Daily Variety said, "Will ring the boxoffice bell; good fun, hilarious situations; if diversion from world problems is wanted, this is a perfect answer."

Sunrise for Exhibitors 'Beyond The Horizon'

Here's another jack pot with Dorothy Lamour. "Beyond the Blue Horizon" has all the boxoffice elements of "Aloma of the South Seas" PLUS a new heart throb for the gals, PLUS new jungle thrills, PLUS new laughs with Jack Haley.

And just as sure as there is money in the bank with "Beyond the Blue Horizon" there's plenty of draw with Dotty's new leading man. Motion Picture Herald says of Richard Denning that he's "tall, blond and well-poured into leopard trunks . . . an added attraction for the women."

Motion Picture Daily praises the "lavish jungle settings . . . highly romantic interludes . . . exciting chase climax." And adds that "whether in swimming or emerging with her sarong closely draped, Miss Lamour is as attractive as ever, and in Technicolor."



Bing Crosby, Fred Astaire, Marjorie Reynolds and Virginia Dale in a scene from "Holiday Inn," lavish new Paramount film musical.

RKO to Offer 45 Features

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W. Koerner, vice president in charge of production, others distributed will be made by such independent producers as Samuel Goldwyn, Walt Disney, Herbert Wilcox, Sol Lesser, Jerry Brandt, Jack Votion and Edward A. Golden.

There are now eighteen of the scheduled features finished and four in work. The short subjects include 155 single reels and 32 two-reels. There will be 18 Walt Disney subjects as well as a wide variety of material from straight news to sport shorts.

The leading pictures are "Journey Into Fear," acted and produced by Orson Welles; "Once Upon a Honeymoon," co-starring Gary Grant and Ginger Rogers; "Look Out Below," which brings Fred Astaire back to the RKO studio for the first time in years; "China Sky," starring Claudette Colbert; Damon Runyan's "The Big Street," co-starring Lucille Ball and Henry Fonda, and "Stand By to Die," with Rosalind Russell and Fred MacMurray.

Broadcast "Holiday Inn" Score

Toronto dial twisters will get a musical feast on Wednesday August 5th, 9.30 to 10, when CBL will carry Paramount's "Parade of Bands," featuring the score of "Holiday Inn." There are 14 original Irving Berlin tunes in the picture.

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They Like Lester

You can't talk about the personal popularity of a theatre man without bringing in the name of Harry Lester, who operates the Bonita, Toronto.

Right now Harry is president of the Gerrard Business Men's Association of his home district. For many years he's had a finger in everything that's been going on around there. A finger? I should have said a shoulder—a shoulder to the wheel. People swear that he knows every man, woman and child in the district and they know him—and like him. Recently when the Reserve unit of which Harry, a last war veteran, is a member, paraded by a great cheer arose at the sight of the lean, frosty-topped favorite seated on a carrier. It was loud enough to embarrass him—and he takes some embarrassing.

Any day now the news will break of the latest and greatest stunt of Harry's association in behalf of the war effort. Mary Pickford has promised to build a first-class home which will be raffled off in a coast-to-coast stunt. The home will be in a fine Toronto neighborhood and if an out-of-towner wins it, he or she can have \$10,000 instead.

That's putting things over in a big way. But that's the Harry Lester way.

* * * * *

Roar, Lions!

Ernie Warren and Lloyd Mills had quite a time roaring around with their fellow-Lions during the recent international convention in Toronto. There are more movie men in the Lion's Club than in any other organization but they were hard to locate, since the convention made no arrangements to bring them together. . . . Bob Innis of Columbia goes into the army soon. . . . Murray Little of the Casino got plenty of space in that recent article in Maclean's by Frederick Edwards. The article was about the colorful side of Toronto life and the Casino, he seemed to think, was an important part of it. Incidentally, Curly Posen is back in the pit of the Casino, waving the baton, after a long stretch off with a busted piece of underpinning.

* * * * *

Early Notes

Alex Meyers of Audio is now with the National Film Board as an editor. . . . Syd Cohen of Empire-Universal is in the army now and Myer Axler of the Victory Theatre is awaiting a nod from the RCA. . . . There are some familiar faces in the new Canada Carries On short, "The Voice of Action"—Lorne Greene, Roy Chapelle, Wells Ritchie and other radio and press fellers. Guffaws and giggles livened up the EBA screening room as the boys and girls of CBC saw each other at work. The owner of the best known voice in Canadian homes and theatres, Lorne Greene, was on hand to quiver at the sight of himself, the reaction all new movie players get the first time or two. Lorne, incidentally, turned out to be a good screen subject. I'm surprised that Hollywood, which is going in heavily for narration these days, hasn't tried to borrow the boy with the 18-karat pipes. Or maybe it has.

* * * * *

Incidental Intelligence

There's a gag around about the mother of a khaki'd son who was bragging that he had just been promoted. "What did they make him?" someone asked. "I don't know for sure," she answered. "I think his letter said that they made him a Court Martial or something!" . . . A movie patron asked me why ushers always lead customers down the aisle that is furthest from the empty seat. You tell him—I don't know. . . . What ever became of Sigrid Gurie, Sam Goldwyn's find for Marco Polo? Last time she appeared, it seems, was in "Algiers." . . . Bert Pearl of the Happy Gang is in Hollywood for some reason. . . .

Gurston Allen is Busy These Days

(Continued from Page 1)

Or rather, the government changed them.

For your information, Lieutenant Allen is now a fixture at the Directorate of Special Services, National Defence Headquarters, Ottawa. It's unlikely that he'll do more than drop around Dundas Square—if that—until the big job is done.

Lieutenant Allen began spending less time at his civilian duties when the war began and this absence continued to increase, particularly since the last year, during which time he was attached Auxiliary Services, Headquarters, Military District No. 2. He was on part time reserve duty in charge of recreational equipment for army camps and stage materials for army theatres. His experience as a theatre and exchange executive came in mighty handy for the boys in khaki.

He was a very busy man as chairman of the War Efforts Committee of the Canadian Jewish Congress. For that organization he directed the work of supplying recreational equipment to all active army units in Ontario, as well as supervising religious and other matters affecting Jewish enlisted personnel.

A graduate of Upper Canada College and an honor graduate of the University of Toronto, where he obtained his B.A., he is the donor of the "Gurston S. Allen" prize. At Osgoode Hall he had the distinction of being the only graduate to win a prize in each of the three years and was awarded the Chancellor Van Koughnet Scholarship.

Gurston is the son of Jule Allen, who opened the first motion picture theatre in Canada, the Theatorium, Brantford. Since the Casino, Toronto, opened the younger Allen has been in charge of booking all vaudeville acts.

He was commissioned a second lieutenant in the Training Centre Battalion of the University of Toronto, COTC, in September, 1940.

Luigi Romanelli Dead Was Once With Allens

Luigi Romanelli, 57, musical director for the United Hotels in Canada, died at Murray Bay, Quebec, on July 29th of a heart attack.

Romanelli, whose home was in Toronto, was one of the first orchestra directors to write musical backgrounds for silent pictures. Before joining the hotel chain in 1923 he was music director for the Allen chain of theatres.

He was survived by his wife and daughter.

Digest of Reviews

Columbia

THE VOICE OF ACTION ("Canada Carries On" Series)

A survey of the CBC; what it means, what it does and where it goes. The camera accompanies the microphone as it visits troops in training, listening posts, Arctic regions, the ministry of information and other places. The subject provides an extremely interesting look at Canada's great communication system, though it does not name personnel. For Canadian movie patrons it is a first-rate job of information. Revealed here is the fact that Marconi's instruments of experimentation 40 years ago were the gift of Canada when Sir Wilfrid Laurier was prime minister.

Columbia Shorts

WOODMAN, SPARE THAT TREE

A Color Rhapsody about a crow that lives in a tree and a fox bent on chopping it down. It's ahead of the usual color cartoon for laughs.

SCREEN SNAPSHOTS

Gildersleeve, Lum and Abner, Don Wilson and other Hollywood citizens shown at work and at play. Fits into the schedule of these nicely.

FIT TO FIGHT

Sports short narrated by Bill Stern showing Gene Tunney and other ex-champs whipping the soldier boys into shape for the great task to follow.

UA to Film Story of Aussie Nurse Roly Young Pans 'Miniver' Blurbage

Arrangements have been concluded between Benedict E. Bogeauss, president of General Service Studios, and the United Artists Corporation whereby the life story of Sister Elizabeth Kenny, the Australian nurse who is world-renowned for her 30-year fight for humanity, will be made into a motion picture. Famed as the discoverer of a revolutionary cure for infantile paralysis, Sister Kenny agreed to permit her life to be shown in the films only if the starring role was to be portrayed by Rosalind Russell, whom she met on her recent visit to Hollywood.

Just before leaving on a tour of Army camps in the middle West, Miss Russell signed a contract to play the title role. The negotiations were attended by Bogeauss, who will produce the picture, and by Edward C. Raftery, president of United Artists, and Grandwell L. Sears, vice-president in charge of distribution.

At the same time screen writer Mary McCarthy was assigned to the drafting of the initial script with instructions to concentrate on Sister Kenny's intimate life story, emphasizing the romantic, adventurous episodes so little known to the public, rather than the clinical aspect of her career.

Right on the heels of the most unusual boost a picture ever got in Toronto, a full page endorsement from the Robert Simpson Company in local papers, Roly Young, screen critic of the Toronto Globe and Mail, let go a blast at MGM's manner of campaigning "Mrs. Miniver."

In reviewing the picture and awarding it five stars, Young tailed off with: "This review of 'Mrs. Miniver' is brief. I found that it left me a bit tongue-tied. You don't throw adjectives at this type of picture, you just say it is great and let it go at that."

The blast was Roly's next item: "Personally I regret that the advertising and publicity boys at MGM did not feel the same way about it. It seems to me that the blatantly high pressure method they have taken to insist that this is the greatest film of all time, the bring-'em-back-alive method by which they have corralled '10 Best' lists from any one and every one, have been offensively out of keeping with the dignity and compassion of the film itself. It's like pasting circus posters across the front of the Art Gallery."

Film men were surprised, since the campaign seemed quite in taste to them and that ads, in particular, were sober and graceful.

20th Century-Fox

THIS ABOVE ALL

Payoff: A fine picture that should do strong business in Canada. The popularity of the book on which it is based and the marquee strength of Tyrone Power and Joan Fontaine will cause them to line up.

What Goes On: Tyrone Power is the deserter from the lower classes who falls in love with the girl of the upper classes. Power doesn't want to fight for her class but comes to the realization that first things come first and that the war must be won.

Sizeup: Tyrone Power is in his most convincing role to date here and Joan Fontaine shares the lead with him in great style. Actually it is a love story against a background of personal indecision. There are some fine war scenes but these do not dominate. Thomas Mitchell, as a soldier, serves well and other outstanding players such as Phillip Merivale, Gladys Cooper, Sara Allgood and Nigel Bruce round out the acting demands splendidly.

RKO

PRIDE OF THE YANKEES

Payoff: A sure winner with pull for every kind of customer. It's an ace job every way you look at it and Sam Goldwyn did himself proud. Gary Cooper, going bigger than ever right now, carries the show in Academy style.

What Goes On: The story of Lou Gehrig, the great baseball hero who died a while ago, it shows his career from boyhood to decline. Mainly biographical, most of it is devoted to domestic and romantic aspects. He overcomes his parents opposition to baseball as a way of life and wins the girl, who in this case is Teresa Wright.

Sizeup: Never has a more human and relaxing picture been made. It tugs at the heart and makes you pull for the boy. This is the first baseball picture made successfully and it was accomplished in great style. Elsa Janssen and Ludwig Stossel, as Lou's mother and father, turn in a splendid and sympathetic job. They stand out in a picture filled with fresh faces. Walter Brennan, as a sports writer, is splendid. Most interesting are the real life ballplayers, such as Bill Dickey, Mark Koenig and others, along with ex-stars such as Babe Ruth. They seem to have caught the spirit of the thing. The baseball market has never been opened up to motion pictures before and this one will push the doors widely apart.

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Frank Meyers, Manager

'First Commando' Is Fine Film

In the summer of 1940 when the Nazis were nearing Paris and the fall of France was imminent, a worker in a British factory by the name of Melbourne Johns found himself in France with some highly important war machinery.

A week or so later, after an incredible series of adventures, he was back in England with the machinery. For weeks, he said little or nothing about his experiences and the way in which he had nearly lost his life over and over again in getting the equipment safely home. He just carried on with his work at the factory as if nothing had happened. He regarded the French business simply as a job that had to be completed. He would never have done for the machinery to have fallen into enemy hands.

An astute London Newspaper woman, Lady Patricia Ward, hit on the story. Michael Balcon, famous production head of Ealing Studios read her report of that foreman's story. He saw in it the makings of a great film.

About a year ago, "The First Commando" went into production with a story based on that epic and written especially for the screen by J. B. Priestley.

A big cast was engaged, with Clifford Evans as the worker, Tommy Trinder as a Cockney soldier in France and Constance Cummings as an American secretary in a French factory. Documentary expert Cavalcanti became associate producer, with Charles Frend as director.

Russia Makes Film Of Polish Fight

While the Nazis hammer heavily at them, the Russians have not lost sight of the needs of her former neighbors for inspiration and instruction. A film based on Poland's underground fight was made recently at Almaata, Soviet Russia, the temporary capitol of that country's film world.

On July 14th Mr. Wolski, chief of the Polish delegation to China, saw the film, the scenario for which was written by the Russian authors, Petker and Rublow and produced by Mosfilm.

The film honors the heroic fight of the Poles and Jews, men and women, who are keeping up the fight against the Nazi occupation of their homeland under the firing squads of the invaders. The accompanying music includes the Polish national anthem.

The feminine lead is played by Vera Orlova, a star well known here, and the male role is presented by Wladimer Szyszkln. Both are ably supported by the Polish-Jewish patriot Moses Goldblat.



Contributions to this column will be greatly appreciated from any member of the motion picture industry, from coast to coast, whether he has chain affiliations or is strictly independent.

Address all letters to "What Did You Do?" c/o Film Weekly 21 Dundas Sq., Toronto, Ont.

WELCOME to this column showman Dave Saifer of the Rialto Theatre in Winnipeg. On "Girl From Leningrad," Dave, a few days in advance, screened the film for Civic Heads, Red Cross, Aid to Russia organizations, Hospital officials and newspaper editors, foreign and dailies. All Aid to Russia groups were issued postcards plugging the film, each head looking after distribution to his group. The entire North end of Winnipeg, populated mostly by foreign people, was circularized with a herald. He obtained official stills from the war front, which were set up on one-sheet cards for window displays. Dave put out 100 window hangers, a screened job, throughout the busy North End district. Space was taken for advertising in the foreign papers as well as the dailies, and since all the editors had attended the screening, numerous excellent reviews were obtained. The Canadian News Co. Ltd. let Dave banner their trucks in Winnipeg for the playdates and a local Photo Studio tied up with Dave and bore the cost of a herald given out at the theatre for two weeks in advance.

ONCE again we hear from Reg Book in the Geneva Theatre in Orilla. On "My Gal Sal," he decorated the marquee with cutouts of Hayworth. He had sheet music window cards and two complete music store window displays. Well advertised was a stunt that the first five readheaded girls would be admitted free each night. The interest created was very favorable and many attended every night.

CHARLIE SMITH, the best looking manager in the North Country, hanging out at present at the Royal Theatre in North Bay, on "Swiss Miss," had special advance cutouts. He tied up with the music stores in the town for window displays, and a special downtown window display entitled "Drops From The Laurel And Hardy Picture 'Swiss Miss,'" with the window full of cheese, mouse traps, broken dishes, mops, old water pails, old shoes, small brandy jug, etc. The interest created was very helpful.

DOUGLAS PATTERSON, the would-to-be fisherman from the Regant Theatre in Creighton Mines, drops a line on recent activities, besides fishing, on "Amongst The Living" and "The Wolf Man," Doug hung up the fishing pole and had an advance display in front of the theatre on the horror bill, this was placed outside for one week prior. On the marquee he had a three-sheet display with flashing green with ten watt bulbs for eyes. Also other horror window cards and ads in the paper on the "dare to attend" idea.

Douglas sets aside so much time every week which he calls his "get acquainted" period and several days a week spends about three hours a day going around the town and district just knocking on doors, saying hello, introducing himself, asking a few questions, encourages them to attend his theatre, and if they can tell him without looking what is playing at his theatre that day, he give free duckets, so that today everyone welcomes this congenial gentleman to their household. Sometimes he is served a spot of "tea"—northern tea. This is great stuff and we take our hat off to any man who is willing to go to work the hard way and bring friends and business to his theatre. In closing we say "Good Knocking" and good fishing.

TOMMY MASCARO of the Capitol, Belleville on "The Fleet's In," sold the music stores for window displays and for recordings of the hit tunes. He played the music well in advance, on intermissions and before and after performances, with special lobby and front displays.

FRANK REID of the Park Theatre in Chatham keeps the town Park-ized by always having something out every program, and now and then comes out with a big campaign on the specials. On "49th Parallel" he put out 50 window cards in the district, also 1,500 heralds, with a submarine cutout topping the marquee to create interest, carrying blazing copy "Canada Invaded by Nazis." This keeps a constant interest in his lovely little theatre and the excellent entertainment value constantly offered.

ON the double bill, "Gentleman after Dark" and "Yokel Boy," Bob Brown at the Vanity, Windsor and his assistant, Ernie Reid, carried out the following campaign: standee in lobby for two weeks in advance, two radio plugs promoted on a women's program, a classified ad in personal column, to "what would you do?" etc. Street bally of small boy running around town with sign reading "Big Contest," "special prices to anyone finding Yokel Boy from the picture 'Yokel Boy' now at the Vanity," hence no prizes since Eddie Foy did not come to town, but it created a lot of interest.

STEWART GILLESPIE of the Marks, Ottawa, dropped a line to tell us about his campaign on "Mr. V." He used a mysterious Mr. V on the street, with cut-up photos of the mysterious man running in the local daily. Anyone catching the man was presented with passes and war stamps. The interest was carried right up to playdate, spaces in local windows were promoted and the cost of the campaign was small. His theatre being renovated, Stewart got busy using the outside scaffolding for display purposes. More on Stewart's campaign will be in next week, since to date he could not include all the work.

Notes from Ass'd Screen News

Three National Film Board productions were recorded at Associated Screen Studios recently, each with Lorne Green's voice used in narration. "Inside Fighting China" "Voice of Action" and "Women in Action" where the titles.

Harry Spiess of Castle Films Inc., New York, spent a day in Montreal recently, at Associated Screen Studios head office.

A few months ago Miss Hilda Tees of Associated Screen Studio's production department staff became Mrs. Ralph Hamilton. In July she left with the best wishes of the ASN staff to assume her fulltime job as Mrs. Hamilton. During the same month Signaller David Livingstone Ford returned from a spell of sea duty with the Canadian Navy to give his name to Marjorie Searight of the sales department staff, the ceremony taking place in St. Mathew's Church, Hampstead.

Recent visitor to Montreal and Associated Screen Studios was George E. Giroux, of Technicolor Motion Picture Corporation, Hollywood.

CBC Shown in Canada Carries On

How many Canadians know that it was due largely to the foresight of Sir Wilfrid Laurier that Marconi chose Canada as the scene of some of his earliest experiments in radio?

At a time when the voice of Canada is relayed to the world the National Film Board in co-operation with the Director of Public Information has made The Voice of Action, July issue of "Canada Carries On."

In the Canadian North, radio is seen linking up a vast and lonely land. Isolated Hudson's Bay posts, fur trappers, Indian settlements depend for medical aid on a unique radio service whereby accidents are treated, operations performed, even babies delivered by remote control. In pre-war days radio is seen guiding the big TCA planes, bringing Canadian shipping safely into port.

Canada at war is heard through voices of ace CBC commentators Lorne Greene, Bob Bowman, Jack Peach and Jacques DesBaillets. Lorne Greene is heard reading the national news, DesBaillets broadcasts from the Canadian army overseas while Peach talks with a Spitfire pilot back from a raid over Germany. Bowman is seen interviewing former CBC commentator, Ted Briggs, on the bridge of his corvette. Now a Lieut. Commander, Briggs was recently awarded the D.S.C.

Polyglot Publicity Gets Roddick Raves

Famous Players Maritimes supervisor, Bob Roddick, won some printed bouquets by his timely recognition of a real need in Halifax. Roddick ordered all theatre notices printed in the languages of the United Nations. The Halifax Daily Star saluted his efforts with the following.

"The Capitol theatre is to be congratulated on its initiative in having its signs and notices printed in the various languages of our allies. This will not only solve a problem for employees who speak only the King's English, but will give a thrill of pleasure to some homesick sailor who can neither read nor speak English. There are hundreds such in our midst today who are engaged in vital war work. Anything that can be done to make these welcome transients feel more at home deserves hearty commendation.

Would it not be an excellent idea if other theatres and other stores were to follow the examples set by R. S. Roddick, the manager of the Capitol?"

That's keeping alive to things.

ECHOES and REFLECTIONS

Sad Array

ST. JOHN'S SQUARE, on Portland and facing Wellington, is today a public park. Beneath its surface rest forever an unknown number of valiants. Set apart as a military cemetery in 1794 by Lord Simcoe, it was used for sixty years.

Once each few feet of this earth had its wooden or stone sentry. But, as the years passed, a growing town moved further away. Other cemeteries were established and this one fell into disuse. Its ghostly tenants neglected, the army of gravemarkers became disorganized under attacks of time and weather. Then the stones were removed and the face of St. John's decorated with the eye-pleasing green one sees there now.

A few stones, salvaged out of sentiment, remain. Like tired old warriors they lean disconsolately against a fence in a far corner.

Here and there one sees the outline on the fence of a stone fallen in a vain defence against the elements—a record of a record, soon to disappear and be eternally forgotten. Nature's epilogue to a drama of lives. The stones are like the ghosts of the men; the outlines the ghosts of those ghosts

Legends and Lord Simcoe

IN the centre of the park stands a monument bearing a bust of Lord Simcoe, first Governor of Upper Canada. On the monument, which was presented in 1902 by public subscription, are the names of regiments which fought in the War of 1812-15. Some are heard of no more in the land, such as the Glengarry Fencibles, Wattsville Reg't., and Coloured Corps and Indians. This verse meets the eye:

"Dead in the battle—dead on the field—
More than his life can a soldier yield?
His blood has burnished his sabre bright;
To his memory, honor; to him good-night."

There are legends about the old place. One says that Lord Simcoe buried his youngest daughter here. Another concerns a cavalry officer whose passion was fine horses. Recalled to England, offers were made for six of his best animals. He refused to sell. The thought of them being in alien hands hurt him. They say he shot each and buried it in St. John's.

An Old Tragedy

OF all the stones that once marked this ground but a scant dozen are left. The one that is still fairly legible is sacred to the memory of Lieut. Zachariah Mudge, aide de camp to Gen. Sir J. Colborne, Lieut.-Governor of the province. Mudge, according to his stone, died on June 19, 1831, aged 31.

This stone is the graven echo of an old tragedy. Zachariah Mudge, history records, sought and found death by his own hand. A member of an old family and a striking figure of a soldier, he was much admired. He was a bachelor. The cause of his suicide is still a mystery.

A trick of fate this, that he who sought the end before his time should have outlived, in recorded memory, his comrades who desired—and were denied—the fullness of life.

A Strange Reunion

THE remaining stones are vanishing in an almost timeless disintegration. Small crumbs lie about that have separated from the stones and reached closer to the bosom of the earth, as though to join their human predecessors.

Where are the others of these that once stood side by side, ranks unbroken? Gone from the face of the earth. United by nature with those whose lamps they kept lit here.

A reunion, this. A strange reunion. A reunion in the dust.

Revivals in New York

Beau Geste—1939 adventure story; G. Cooper, R. Milland.

Cavalcade—1933 drama; C. Brook and D. Wynyard.

Drums—1938 technicolor military melodrama of British India; R. Massey and Sabu.

Farewell To Arms—1932 revival of Ernest Hemingway's famous story; H. Hayes and G. Cooper.

Great McGinty—1940 satirical comedy; B. Donlevy.

Great Waltz—1938 musical based on Strauss waltzes and legend; F. Gravet, M. Korjus.

Gunga Din—1939 melodrama of military British India; C. Grant, D. Fairbanks, Jr., V. McLaglen.

Harvest—1939 French pastoral; Eng. subtitles; G. Gabrio, Fernandel, O. Demazia.

Holiday—1938 comedy; K. Hepburn and C. Grant.

Joy of Living—1933 comedy; I. Dunne and D. Fairbanks, Jr.

King Kong—1933 melodrama; F. Wray.

King Steps Out—1936 musical comedy; F. Tone and G. Moore.

Little Lord Fauntleroy—1936 drama; Freddie Bartholomew.

Lives of a Bengal Lancer—1935. Adventure in India; G. Cooper and F. Tone.

Mr. and Mrs. Smith—1941 marital farce; C. Lombard, R. Montgomery.

My Favorite Wife—1940 comedy; C. Grant and I. Dunne.

Only Angels Have Wings—1939 aviation melodrama; C. Grant, J. Arthur.

Storm In A Teacup—1938 comedy; V. Leigh and R. Harrison.

Submarine D-1—1937 drama; G. Brent and P. O'Brien.

Three-Cornered Moon—1933 comedy; C. Colbert.

Three On A Weekend—1938 comedy-drama; M. Lockwood and J. Lodge.

Virginia City—1940 western melodrama; E. Flynn, R. Scott, M. Hopkins.

Tovarich—1937 comedy; C. Boyer, C. Colbert.

Machine Candy Prices Raised

The 30 per cent tax imposed on sweets by the new budget hit the owners of candy vending machines hard. There are many such machines in Canada and the tax has caused the sweets to go up one cent. The vendors found it impossible to absorb the charge, even if they were allowed to, and have been operating at a loss while seeking for an answer to the problem.

New coin slides will have to be installed in all machines, the present one being able to receive just nickels. They are being put in as fast as possible.

Snips and Snaps . . .

HOLLYWOOD Facts Between Acts



Best Cohan Tunes In Cagney Picture

HOLLYWOOD — After a survey that amounted to a musical Gallup Poll of critics and exhibitors, Warner Bros. has decided upon the George M. Cohan song numbers to be used in "Yankee Doodle Dandy," film based on Cohan's life, with James Cagney in the central role.

The tunes selected will carry through from the days when Cohan, 10 years of age, was trouping with his father, mother and sister Josie in an act called the Four Cohans up to and including his "Off the Record" from the Rodgers and Hart hit of a few years ago, "I'd Rather Be Right."

Spotted throughout the film production will be "I Was Born in Virginny," "I Guess I'll Have To Telegraph My Baby," "Harrigan," "Give My Regards to Broadway," "I'm a Yankee Doodle Dandy," "You're a Grand Old Flag," "Mary's a Grand Old Name," "So Long Mary," "Forty-five Minutes from Broadway," "Oh You Wonderful Girl," "When We Are Married," "Off the Record" and his greatest hit of all, "Over There."



Walter Huston, Canadian star, who just helped make "Yankee Doodle Dandy," will appear next in "Edge of Darkness," in which will also be seen Ann Sheridan and Errol Flynn. Flynn is back from the hospital to finish "Gentleman Jim," a prizefight story. . . . Edgar Bergen and Bob Hope may head for Hawaii and Alaska to entertain the boys in khaki. . . . Dennis Morgan, a fine singer, will use his voice in "The Desert Song!" . . . Tim Holt is headed for the air force after his last picture. . . . The screen stories for "Eagle Squadron" and "Captains of the Clouds" were done by Norman Reilly Raine in collaboration. He's an ex-Torontonian who fought through the last war.

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Barbara Stanwyck, seen in "Ball of Fire" as a semi-strip teaser, will appear in "G-String Murders," a film based on the book by Gypsy Rose Lee, a real stripper. . . . Hedy Lamarr will play a Russian woman guerrilla fighter in "Scorched Earth." . . . Eddie Cantor will return to films to make "Thank Your Lucky Star." . . . They say Frederic March will win back his old standing when the folks see him in "The Life of Mark Twain." After "One Foot in Heaven" and this one the public demand for him will be bigger than ever. In "Mark Twain" he has 35 changes of wardrobe.

* * * * *

They're dickering with Spencer Tracey to make the life of Will Rogers. . . . Leslie Brooks, starlet, will play opposite Paul Muni in "The Commandos." . . . If it makes any difference to you, Betty Grable and George Raft are together again. . . . Bob Burns has promised hometowners to pipe down on the way he kids them on the screen and air. . . . Preston Sturges will make "I Married a Witch." Witches, angels—what's going on here? . . . Walter Pidgeon is due in Toronto one of these days for a broadcast. . . . They're trying to sign up Pat, Gene Tierney's 16-year-old sister, for pictures. . . . Will Warners make a picture about the life of DeGaulle? There's some talk.

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Cary Grant is said heading for the army. . . . The Mickey Rooneys, said to be breaking up, are well and happy. . . . Norma Shearer has been doing much posing for the Russian War Relief. . . . William Wyler, who directed "Mrs. Miniver," couldn't even get in to see it while in New York. Had to use influence. . . . Tyrone Power will appear in "Texas Volunteer." . . . Tommy and Jimmy Dorsey have gotten over their feud and will go into the music business together. . . . Eleanor Powell will be with Red Skelton again in "I Dood It." . . . Fred Astaire will soon make "Look Out Below." . . . Jane Withers will be featured in a musical, "Johnny Doughboy."

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"Greenwich Village" will provide the next musical for Alice Faye, who took time out to have a baby. . . . Ernest Lubitsch will direct Irene Dunne in "Lady in Ermine." . . . Robert Donat is starring in "Young Mr. Pitt." . . . Joe E. Brown and Marguerite Chapman are working on "The Daring Young Man." . . . Paul Kelly will show in a serial called "The Secret Code." Kid stuff. . . . You'll soon see Fifi D'Orsay again. . . . Orson Welles is off the RKO lot, where he made his last two pictures, and other studios are trying to line him up. . . . They say that "Bambi," Walt Disney's next, is his best yet.

Bill Again



William Powell and Hedy Lamarr, teamed together for the first time, brighten MGM's "Crossroads" and head a brilliant cast which includes Clare Trevor and Basil Rathbone.



Flyer's Gal



Lovely Evelyn Keyes is currently to be seen with Pat O'Brien and Glenn Ford in Columbia's dramatic "Flight Lieutenant."